

## ABSTRACT

Graphics metadata is embedded in an input video signal at a first system, to form a processed video signal which is distributed to a plurality of second systems, typically cable or broadcast systems. Each individual second system can edit the metadata and insert graphics into the video based on the edited metadata so as to form a final signal for broadcast or other distribution to viewers. Thus, each second system can provide a final signal with an appearance consistent with the brand identity of that individual second system. The metadata facilitates storage and retrieval of the video.

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